



WEWS

# ORDER

Flight Dates **09/12/12-09/17/12**

Contract / Revision      **310330 /**      Product      **JHA - Q3 GE TV 9.12-9.17.12 (30s)**

Original Date / Revision  
09/06/12    09/06/12      Agency Com    15%  
Billing Contact    **Pam Newby**

Advertiser **Healy-Abrams / Democrat / C**  
**4201 Bee Caves Road - Suite C-101**  
**Austin, TX 78746**

Agency    **Davis Group (The)**

Buying Contact  
**4201 Bee Caves Road - Suite C-101**  
**Austin, TX 78746**  
Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref

Order Sep            00:20:00  
Estimate #          **1278**  
Alt Order #  
Billing Type        Cash  
Order Type        GENERAL  
Billing Cycle       EOM/EOC  
Billing Calendar   BROADCAST  
Demographic      A35+  
Rev Codes          POL           POL           CAND  
Product Codes    PL  
Priority               P-2  
Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 10450

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	10	\$8,882.50	\$10,450.00	0.00	08/27/12	09/17/12	10	\$8,882.50	\$10,450.00
<b>Totals</b>	<b>10</b>	<b>\$8,882.50</b>	<b>\$10,450.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/12/12	09/17/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	M-W----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--W----		1				\$450.00		0.00			
		Week: 09/17/12	09/23/12	-----		0				\$0.00		0.00			
N 2	WEWS	09/17/12	09/17/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	M-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00



WEWS

Print Date: 09/07/12

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Contract / Revision **310330** Flight Dates **09/12/12-09/17/12**

Hiatus Dates

Original Date / Revision 09/06/12/ 09/06/12

Order Sep 00:20:00

Advertiser **Healy-Abrams / Democrat /** Product **JHA - Q3 GE TV 9.12-9.17.12** Estimate # **1278**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	09/17/12	09/17/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	M-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$500.00		0.00			
N 3	WEWS	09/12/12	09/17/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$500.00		0.00			
Week:		09/17/12	09/23/12	-----					0	\$0.00		0.00			
N 4	WEWS	09/12/12	09/17/12	M-F 9-10a M-F 9-10a	CM	9-10a	----F--	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--					1	\$450.00		0.00			
Week:		09/17/12	09/23/12	-----					0	\$0.00		0.00			
N 5	WEWS	09/12/12	09/17/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	----F--	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--					1	\$1,100.00		0.00			
Week:		09/17/12	09/23/12	-----					0	\$0.00		0.00			
N 6	WEWS	09/13/12	09/13/12	M-F 7-730p M-F 7-730p	CM	7-730p	---T---	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---					1	\$2,000.00		0.00			
N 7	WEWS	09/12/12	09/12/12	M-F 730-8P 730-8p Jeopardy	CM	730-8p	--W----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----					1	\$2,000.00		0.00			
N 8	WEWS	09/12/12	09/12/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	--W----	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----					1	\$2,200.00		0.00			
N 9	WEWS	09/13/12	09/13/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	---T---	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---					1	\$800.00		0.00			
N 10	WEWS	09/12/12	09/17/12	SU 1125p-12a Sports Ext SU 1135p-12a Sports Ext	CM	1135p-12x	-----S	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$450.00		0.00			
Week:		09/17/12	09/23/12	-----					0	\$0.00		0.00			
Totals														10	\$10,450.00